

From Our Feet to Yours: The Inside Scoop on Support

Hello Forward Family,

Let's have some real talk: we put our feet through a *lot* every day. They're the first ones to hit the ground in the morning and the last ones to rest at night. But here's the big question... are we giving them the support they truly deserve?

Today, we're spilling the tea on the age-old debate: **custom orthotics vs. store-bought inserts**. One is like a tailored suit for your feet, and the other... well, let's just say it's more like buying a T-shirt in "one-size-fits-most."

Custom Orthotics – The VIP Treatment

These aren't your average shoe inserts. They're **designed for you and only you** after we check how you walk, stand, and move.

Custom orthotics are like having a personal trainer for your feet—guiding them into their best performance every single step.

Store-Bought Inserts – The Quick Fix

You've seen them hanging at the pharmacy—gel pads, foam arches, and memory-foam cushions. And while they can add comfort for a little while, they're not designed to fix the root cause of pain or misalignment.

They're like fast food—okay for a quick fix, but not the best diet for the health of your feet.

FEATURE	CUSTOM ORTHOTICS	STORE-BOUGHT

		INSERTS
Fit	Precision-made for your feet after eval & gait scan	One-size-fits-most; “close enough” fit
Purpose	Corrects biomechanical issues; treats plantar fasciitis, flat feet, bunions, neuromas	General comfort & shock absorption only
Durability	3–5 years with normal use	6–12 months before compressing/wearing out
Support Level	Targeted arch/heel/forefoot correction; pressure redistribution	Average support; limited correction
Adjustability	Can be modified by your podiatrist as needs change	No post-purchase customization
Materials	Medical-grade composites (e.g., carbon fiber, EVA) & specialty cushioning	Foam/gel/plastic; compresses faster
Medical Supervision	Designed, fitted & monitored by a podiatrist	Self-selected; no clinical oversight
Cost Efficiency	Higher upfront, long-term savings	Lower upfront, frequent

by preventing injury
& repeat buys

replacement over
time

Tip: If you've tried store inserts without relief—or your shoes wear unevenly—it's a good sign to book a custom orthotic evaluation.

Is It Time for Orthotics?

You might benefit from **custom orthotics** if you:

Have recurring heel, arch, or ball-of-foot pain.
Experience ankle instability or frequent sprains.
Notice one shoe wears out faster on one side.
Stand or walk for most of the day.
Tried store-bought inserts but still feel discomfort.

Pro Tips for Foot Comfort

- Always replace worn-out shoes before the midsole breaks down.
- For runners: Rotate between 2–3 pairs of shoes to reduce repetitive stress.
- Break in orthotics gradually—start with 1–2 hours a day and increase daily.
- Combine orthotics with stretching, strengthening, and supportive footwear.

Ready for your custom fit?

Book your **Orthotic Evaluation** today and give your feet the personalized support they deserve.

Call us at **(925) 532-0099**

Visit forwardfeet.com

Forward Foot & Ankle Center | Livermore, CA

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